

CARLSBAD *Currents*

February 2010

Welcome to Carlsbad Currents, an at-a-glance resource for the latest city news, issues and events. Want more information? Visit the City of Carlsbad Web site at www.carlsbadca.gov.

Protect our oceans, lagoons and creeks

Did you know that water from streets and gutters eventually travels, untreated, into our precious creeks, lagoons and ocean?



This untreated water carries many residential pollutants including everyday things like pet waste, wash water from cleaning sidewalks and cars, oil from leaking vehicles, decomposing landscape debris, and pesticides and fertilizers washed away by rain or over-irrigation.

When it rains, storm water carries pollutants untreated into these water bodies. Help protect local beaches and lagoons by practicing a few simple habits around the home:

- Ensure proper application of lawn and garden care products such as pesticides, insecticides, weed killers, fertilizers, herbicides and other chemicals. Try natural alternatives when possible. Do not apply if rain is forecast in the next few days.
- Avoid over-irrigation, which can wash lawn and garden chemicals into the gutter and storm drains.
- Use mops, brooms or wire brushes instead of a hose to clean trash cans, sidewalks, buildings, driveways and other hard surfaces.



Get more information from the City of Carlsbad at www.carlsbadca.gov/services/environmental

Careful planning helps city weather the recession

While the country hopes for more signs of economic recovery in 2010, the City of Carlsbad is continuing with its fiscally conservative approach to managing the city budget.

Just like a family sticking to its budget, the city needs to make sure the money it spends doesn't exceed the

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money it takes in. In all, the city has cut its general fund budget by about \$10 million from the last fiscal year due to reductions in the city's main sources of income: sales tax, property tax and hotel room tax.

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- Less frequent mowing and trimming at city maintained parks

See **Planning** on page 4

Read, Watch, Follow

Did you know you can now find more city news and information online and on TV?



Twitter provides short updates with links to articles, photos and other new city information. "Follow" the city at twitter.com/carlsbadcagov

YouTube

YouTube offers short, free videos on a wide variety of topics in a format that is easily shared. youtube.com/user/cityofcarlsbadCA



Podcasts featuring city council and planning commission meetings and other city information can be downloaded to an iPod or MP3 player. Available in the iTunes store (search for "City of Carlsbad" under podcasts) or on the city's Web site.



Time Warner cable subscribers can watch city council meetings, community updates and other city programming on this dedicated City of Carlsbad channel 24/126.



The city Web site has social media tools built in through a "share" box on the right hand side of many pages. Clickable icons allow users to post city content on their own Facebook and MySpace pages and share with friends via e-mail and social bookmarking sites.

Community shares its vision for the future

Through a city-sponsored program called **Envision Carlsbad**, over the past year and a half, thousands of Carlsbad community members have helped shape a vision for the city's future. The city initiated this process recognizing that as it transitions from a growing city to one where most of the development has already occurred, community needs will begin to change as well. So, what's important for the future of Carlsbad?

- Maintaining its small town feel and beach community character, and building on the city's culture of civic engagement, volunteerism and philanthropy
- Protecting and enhancing open space and agricultural heritage
- Promoting active lifestyles with access to trails, parks, beaches and other recreation opportunities
- Strengthening Carlsbad's strong and diverse economy and its position as an employment hub in North County
- Increasing travel options through enhanced walking, bicycling, and public transportation systems
- Building on the city's sustainability initiatives to emerge as a leader in green development and sustainability
- Emphasizing and promoting the arts, and celebrating Carlsbad's cultural heritage
- Supporting quality comprehensive education opportunities, providing housing and community services for a changing population, and maintaining a high standard for citywide public safety
- Revitalizing neighborhoods and enhancing citywide community design and livability



City leaders will use these core principles to help prioritize resources and make decisions about future city services that will sustain the city's high quality of life for years to come.

Ask the City of Carlsbad



The City of Carlsbad answers some of the most frequently asked questions from residents:

I have been conserving water, but my water bill has still gone up? How can that be?



With the ongoing water shortage plaguing California, water is becoming more expensive (all of the water we use locally must be imported from hundreds of miles away and purchased from regional water suppliers). The price of buying water gets passed through to residents and businesses along with the cost of supplying water to customers. So, even though you are using less, unfortunately, the price you pay could be the same, or even more. The City of Carlsbad is actively working to keep water costs as low as possible. A program to switch out existing water meters with new automated meters is already helping water customers better monitor their use and detect leaks quickly. The city is also securing more locally controlled water sources, such as recycled water for irrigation, and a seawater desalination plant, which broke ground last November.

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Pardon our dust—construction update



Although the dust, noise and traffic caused by construction can be a temporary nuisance, keeping on top of routine maintenance saves time and taxpayer money in the long run. For up to date construction information visit the city's Web site and click on the "Construction Update" link on the home page.

Current projects

- Road work on **Palomar Airport Road near Paseo del Norte** will relieve traffic congestion by adding a westbound lane and a deceleration lane for a future driveway to Armstrong Garden Center and The Flower Fields parking lot. Estimated completion: Spring 2010.
- The Encinas Creek Bridge Project will replace a 1920s-era bridge on Carlsbad Boulevard south of Palomar Airport Road. The **southbound side of Carlsbad Boulevard** will be closed through late May. Look for detour signs.



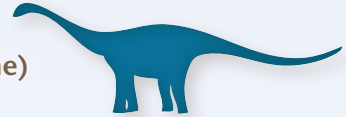
Fun & Free events

Here's a sampling of the many fun and interesting city events and activities offered for the Carlsbad community. For a complete, searchable calendar of events and meetings visit the city's Web site, www.carlsbadca.gov.

Sat. Feb. 20, 2 p.m.

Science Saturday for Kids and Families

Carlsbad City
Library (Dove Lane)
760-602-2047



A great opportunity for dads, moms and kids to learn about dinosaurs.

Sat. Feb. 20, 5 to 7 p.m.

Opening Reception:

André Kertész: On Reading

Cannon Art Gallery
Carlsbad City Library (Dove Lane)
760-602-2021

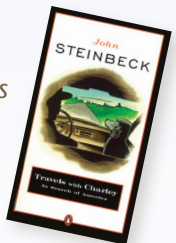
André Kertész: one of the greatest photographers to emerge from 1920s Paris, depicts the power and beauty of reading as a universal pleasure.

April 2010

Carlsbad Reads Together

Carlsbad City Libraries
760-602-2012

Community reading program featuring John Steinbeck's *Travels with Charley*. Free events include book discussions, a Steinbeck film series and more.



Sat. April 3, 10 a.m. to 1 p.m.

Eggstravaganza Spring Festival

Poinsettia Park
760-434-2843

It's a spring fling for the entire family featuring an Egg Scramble Activity, Family Fun Zone and games. Food and crafts are available for a fee.

Drought Alert

Thanks to increased conservation, the Carlsbad Municipal Water District is continuing a three day a week watering schedule instead of switching to one day a week during winter months. Keep up the good work and remember to turn sprinklers off when it rains.

Watering Schedule

Mon Wed Sat	Tues Thurs Sun	Mon Wed Fri
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Odd-numbered home address



Even-numbered home address



Apartments, condos and businesses



Irrigate landscapes between 6 p.m. and 10 a.m., no more than 10 minutes a station per assigned day.

For a complete list of water use rules, visit www.carlsbadca.gov/water or call 760-438-2722.



Free water audit

A water conservation specialist from the Carlsbad Municipal Water District will come to your home and perform a free indoor/outdoor water survey and provide tips for saving even more water. **Call 760-438-2722 to make an appointment.**

Residential rebates

Residential rebate incentives are still available for toilets, washers and other water saving devices, while funding lasts. Visit www.20gallonchallenge.com for more information.

Planning *continued from page 1*

- Using technology where possible to improve efficiency, like switching to high efficiency light bulbs in street lights, which cut energy costs by \$400,000 a year
- Trimming about 25 positions from the city workforce by leaving vacating positions unfilled if possible and restructuring city operations to do more with less
- Providing more city information online, and combining separate mailings into one (like Carlsbad Currents), to save on printing and mailing costs

"Times are hard right now, but with continued vigilance, we will emerge from the recession well positioned for the future," said Lisa Irvine, the city's finance director. "The changes we are making today are needed to cope with the economy, and will benefit us long after this recession ends."

What's the phone number for...

City Hall	760-434-2820
Street Repairs	760-434-2980
Graffiti Removal	760-434-6700
Business License Information	760-602-2495
Beach Information	619-688-3385
Barking Dog Complaints	760-438-2312
Construction Noise Complaints	760-602-2700
Airport Related Noise Complaints	760-431-4646

For a complete list of commonly requested phone numbers, click on "Report Problems" from the city's home page, www.carlsbadca.gov. Not sure who to call? You can always call City Hall during regular business hours, and we'll get you to the right place.

